

Attachment H

COVER SHEET (PAGE 1 of 2)

May 1998 CALFED ECOSYSTEM RESTORATION PROPOSAL SOLICITATION

Proposal Title: Traveling Film Festival/Heron Booth/Video Archive
 Applicant Name: Independent Documentary Group (IDG)
 Mailing Address: 394 Elizabeth Street, San Francisco, CA 94114
 Telephone: 415-824-5822
 Fax: 415-824-0406

Amount of funding requested: \$ 89,500 for 1 years

Indicate the Topic for which you are applying (check only one box). Note that this is an important decision: see page ___ of the Proposal Solicitation Package for more information.

- | | |
|---|---|
| <input type="checkbox"/> Fish Passage Assessment | <input type="checkbox"/> Fish Passage Improvements |
| <input type="checkbox"/> Floodplain and Habitat Restoration | <input type="checkbox"/> Gravel Restoration |
| <input type="checkbox"/> Fish Harvest | <input type="checkbox"/> Species Life History Studies |
| <input type="checkbox"/> Watershed Planning/Implementation | <input checked="" type="checkbox"/> Education |
| <input type="checkbox"/> Fish Screen Evaluations - Alternatives and Biological Priorities | |

Indicate the geographic area of your proposal (check only one box):

- | | |
|--|---|
| <input type="checkbox"/> Sacramento River Mainstem | <input type="checkbox"/> Sacramento Tributary: _____ |
| <input type="checkbox"/> Delta | <input type="checkbox"/> East Side Delta Tributary: _____ |
| <input type="checkbox"/> Suisun Marsh and Bay | <input type="checkbox"/> San Joaquin Tributary: _____ |
| <input type="checkbox"/> San Joaquin River Mainstem | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Landscape (entire Bay-Delta watershed) | <input type="checkbox"/> North Bay: _____ |

Indicate the primary species which the proposal addresses (check no more than two boxes):

- | | |
|--|--|
| <input type="checkbox"/> San Joaquin and East-side Delta tributaries fall-run chinook salmon | |
| <input checked="" type="checkbox"/> Winter-run chinook salmon | <input type="checkbox"/> Spring-run chinook salmon |
| <input type="checkbox"/> Late-fall run chinook salmon | <input type="checkbox"/> Fall-run chinook salmon |
| <input type="checkbox"/> Delta smelt | <input type="checkbox"/> Longfin smelt |
| <input type="checkbox"/> Splittail | <input type="checkbox"/> Steelhead trout |
| <input type="checkbox"/> Green sturgeon | <input type="checkbox"/> Striped bass |
| <input checked="" type="checkbox"/> Migratory birds | |

COVER SHEET (PAGE 2 of 2)

May 1998 CALFED ECOSYSTEM RESTORATION PROPOSAL SOLICITATION

Indicate the type of applicant (check only one box):

- | | |
|--|--|
| <input type="checkbox"/> State agency | <input type="checkbox"/> Federal agency |
| <input type="checkbox"/> Public/Non-profit joint venture | <input checked="" type="checkbox"/> Non-profit |
| <input type="checkbox"/> Local government/district | <input type="checkbox"/> Private party |
| <input type="checkbox"/> University | <input type="checkbox"/> Other: _____ |

Indicate the type of project (check only one box):

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Planning | <input type="checkbox"/> Implementation |
| <input type="checkbox"/> Monitoring | <input checked="" type="checkbox"/> Education |
| <input type="checkbox"/> Research | |

By signing below, the applicant declares the following:

- (1) the truthfulness of all representations in their proposal;
- (2) the individual signing the form is entitled to submit the application on behalf of the applicant (if applicant is an entity or organization); and
- (3) the person submitting the application has read and understood the conflict of interest and confidentiality discussion in the PSP (Section II.K) and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent as provided in the Section.

Judy Irving
(Signature of Applicant)

**Proposal to Category III
Environmental Education**

II. Executive Summary

a. Project Title

Title: 1. Bay/Delta Traveling Film Festival & Exhibit
 2. On-Site Heron Information Booth
 3. Wildlife/Habitat Video Archive

Applicant: Independent Documentary Group (IDG), in cooperation with
 the San Francisco Public Library, S.F. Recreation & Park Dept.,
 and numerous nonprofits/government agencies
Contact: Ms. Judy Irving, 415-824-5822

b. Project Description and Primary Biological/Ecological Objectives:

1) Package and distribute a six-film Traveling Festival utilizing IDG's Emmy-Award-winning films about Bay and Delta habitats, wildlife, and restoration, premiering at the San Francisco Public Library and traveling throughout the Bay Area; 2) create and staff a multi-lingual information booth at "Heron Island" in Golden Gate Park during the great blue heron nesting season, providing inner-city children with a first-person glimpse of wild Bay birds and encouraging them in follow-up restoration activities; and 3) create and operate, for the use of interested nonprofits and government agencies, a Bay/Delta Video Archive, allowing groups to purchase wildlife, habitat, aerial, development, and related footage at cost for public service announcements, short videos, and other needs, thus lowering media expenses for all parties. The primary biological/ecological objectives are to increase public awareness, knowledge, and appreciation of ecosystem restoration activities and to foster active participation in conservation programs.

c. Approach/Tasks/Schedule

Working closely with the Exhibitions Manager at the San Francisco Public Library and with county librarians, IDG will produce and distribute a six-film Traveling Festival, premiering March 1999 at the Civic Center and showcasing over \$500,000 worth of IDG films about the Bay and Delta: *Secrets of the Bay*, *Treasures of the Greenbelt*, *San Pablo Baylands*, *Heron Island*, *Kids by the Bay*, and *Partners on the Land*. The films will be accompanied by speakers from government agencies and nonprofit environmental groups, who will bring up-to-the-minute information about on-going restoration activities and encourage audiences to become involved. The series will appeal to a general audience (adults and children), and will be heavily publicized (its launch coincides with the "American Wetlands Month" Conference in San Francisco). IDG's Booth at Stow Lake, Golden Gate Park, will be staffed during April, May, and June 1999 by the well-known "heron lady," Nancy

DeStefanis, with her young naturalist assistants. The Video Archive consists of twenty years' worth of footage shot by IDG of the Bay and Delta, its habitats and wildlife, and will be "open," at cost, to interested nonprofits and government agencies that may not be able to afford procuring such valuable footage themselves.

d. Justification for Project and Funding by CALFED

Currently most people think CALFED is a bank! It is essential to inform the public about restoration activities and results; public support for the CALFED effort is critical. This is particularly crucial in the initial stages of implementation, when the public, and the restoration community, will have many questions about CALFED's approach and activities. The Film Festival, Heron Booth, and Video Archive further CALFED's goals by galvanizing public opinion, encouraging public participation, and providing video tools (affordable footage) for other nonprofits.

e. Budget Costs and Third Party Impacts

IDG proposes a total budget of \$89,500: \$54,000 toward the Traveling Festival; \$8,500 for the Heron Booth; and \$27,000 for the Video Archive. There are no third party impacts.

f. Applicant Qualifications

IDG is an Emmy-Award-winning firm, well known for 20 years for its environmental work (*Secrets of the Bay, Treasures of the Greenbelt, San Pablo Baylands, Dark Circle*). IDG recently completed a short film, *Partners on the Land*, about natural process restoration in northern and southern California. Previous sponsors of IDG films include Save San Francisco Bay Association, the Greenbelt Alliance, Audubon Society, EPA, Metropolitan Water District of Southern California, National Endowment for the Arts, private foundations, and individuals.

g. Monitoring

Attendance figures at the Traveling Festival and Heron Booth, audience response, press/radio coverage, and archive use will serve as monitoring yardsticks.

h. Local Support/Coordination with other Programs/Compatibility with CALFED objectives

The San Francisco Public Library, Audubon Society, Save San Francisco Bay Association, EPA, Nature Conservancy, San Francisco Recreation and Park Department, and many other groups will work with IDG and benefit from the proposed activities. IDG's long-term commitment to the Bay and Delta mirrors CALFED restoration objectives: In its films is the power to entertain, educate, shape public opinion, and inspire action.

**Proposal to Category III
Environmental Education**

III. Title Page

Project Title: Traveling Film Festival & Exhibit
On-Site Heron Information Booth
Wildlife/Habitat Video Archive

Applicant: Independent Documentary Group (IDG Films)
394 Elizabeth Street
San Francisco, CA 94114

ph: 415-824-5822
fax: 415-824-0406
e-mail: idgfilms@earthlink.net

Producer: Judy Irving

Org. Tax Status: 501(c)(3) nonprofit, tax-exempt corporation

Tax ID #: 94-2472387

Contact Person: Judy Irving (see above)

Collaborators: Laura Lent, Exhibitions & Programming Manager,
San Francisco Public Libraries
San Francisco Recreation & Park Department
Mike Eaton, The Nature Conservancy
Rick Cooper and Holden Brink, BLM
Allen Garcia, Living Farms
Marc Holmes, Save San Francisco Bay Association
Nancy DeStefanis, S.F. Bay Bird Observatory
Mandi Billinge, Estuary Action Challenge
Paul Jones, Environmental Protection Agency

**Proposal to Category III
Environmental Education**

Traveling Film Festival & Exhibit
On-Site Heron Information Booth
Wildlife/Habitat Video Archive

III. Project Description

a. Project Description and Approach

IDG Films requests support for a three-part educational outreach project, making use of its extensive film/video holdings about the Bay and Delta, its wildlife, habitats, urban/suburban threats, and restoration activities.

Part One — Bay/Delta Traveling Film Festival & Exhibit

San Francisco's New Main Library at the Civic Center will host the premiere of IDG's Bay/Delta Film Festival, a two-program series featuring six award-winning films about San Francisco's Bay, Delta, and Greenbelt, accompanied by an Exhibit in the Wallace Stegner Environmental Library. The Festival and Exhibit will then tour the Bay Area via libraries and schools.

The films will be accompanied by speakers from the Nature Conservancy, Save San Francisco Bay Association, Audubon Society, and other groups who will answer audience questions and provide up-to-the-minute information about on-going restoration efforts in the Bay/Delta.

The film series is a retrospective of the Independent Documentary Group's Emmy-Award-winning Bay Area environmental work:

Secrets of the Bay — The film reveals the magnificent wildlife hidden among the eight million human inhabitants around San Francisco Bay ... an endangered peregrine falcon nesting on the Bay Bridge, baby harbor seals learning to crawl into their marshland napping areas, a lovesick tern on a most unlikely lover's lane, a beautiful shorebird ballet with a cast of thousands, and a precious few heroic salmon running the gauntlet up the American River. The film also showcases the human critters who revel in the Bay — the last of the Chinese shrimp fishermen and the fearless swimmers who "escape from Alcatraz" every New Year's Day. (28 minutes)

Kids by the Bay — IDG's first children's film shows how much fun it is to pitch in and restore the environment. Featuring multi-ethnic school children on field trips organized by Estuary Action Challenge, the film includes rare footage of endangered species such as the California clapper rail, plus favorite animals like sea lions and brown pelicans. From the simple clean-up of trash to the planting of native plants, from island habitat restoration to the rescue and care of wild animals, children learn

that they, too, can have a real impact on the natural world around them. As an added bonus, the film also "stars" an upbeat music score with a special appearance by Otis Redding's classic song, "Sittin' on the Dock of the Bay." (19 minutes)

San Pablo Baylands — In the northern reaches of San Francisco Bay is a place as yet untouched by the sprawling metropolis, a place of mesmerizing beauty and peacefulness ... verdant salt marshes, rain-filled wetlands, hay and dairy farms, and some of the finest vineyards in the world. These are the San Pablo Baylands, the last great expanse of marshes and farmland in the Bay Area, and the key to the future of the Bay. The film reveals the timeless cycle of planting and harvest and the ancient journey of ducks and shorebirds along the Pacific Flyway; it documents the rejuvenation of thousands of acres of wetlands, even as it exposes creeping urbanization that threatens to destroy this fragile wetland mosaic. (18 minutes)

Treasures of the Greenbelt — Within the nine counties surrounding San Francisco Bay lies some of the most beautiful and productive land in the United States ... nearly nine million acres of parks and watersheds, farms and ranches, forests and vineyards — the "Greenbelt" of the San Francisco Bay Area. The film brings the Greenbelt to life by spotlighting a fascinating set of characters, from the unofficial Zen master of grapevine pruning to a true blue cowboy working cattle one hour from downtown San Francisco ... from the rare and endangered Mission Blue butterfly to the remnant steelhead struggling upstream in a Marin watershed. (28 minutes)

Heron Island — IDG's first "comedy nature film," *Heron Island* features the hilarious antics of four great blue heron chicks, complete with Tina-Turner-style hairdos, as they beg for food and prepare to fly from their nest at Golden Gate Park's Stow Lake. This colony represents the first known nesting of great blue herons within San Francisco's city limits, and has created a wildly enthusiastic band of followers who watch the birds' every move from the shoreline. (11 minutes)

Partners on the Land — At the Nature Conservancy's Cosumnes River Preserve and Santa Rosa Plateau, Biblical forces like flood and fire are being harnessed to restore forest and grassland habitats as well as endangered species. Combined with wildlife-friendly farming, natural process restoration is producing tangible benefits for people as well as wildlife, allowing them to become true "partners on the land." (12 minutes)

The films are narrated by Bay Area tv hosts such as Jerry Graham and Jan Yanehiro, and are accompanied by original music scores by well-known composers Gary Remal Malkin and Pat Rickey. This six-film series represents over \$500,000 in production costs provided by dozens of foundations, government and organizational grants, and individuals.

The Exhibit accompanying the Film Series includes books, photos, beaks, feathers, bones, nests, and other artifacts, which contribute to a broader understanding of the complex issues relating to Bay/Delta habitat restoration.

Part Two — On-Site Heron Information Booth

Six years ago great blue herons established nests on a small island in Stow Lake, Golden Gate Park, San Francisco, their first recorded nesting in the City's history. A small group of people formed an unofficial cheering section on the shoreline, watching the herons throughout nest-building, mating, egg laying, hatching, rearing, and fledging of chicks. They reported their findings to the San Francisco Bay Bird Observatory and created quite a stir within the park.

Last year Judy Irving of IDG Films produced "Heron Island," a short comedy nature film narrated by Nancy DeStefanis (a stand-up nature comic and self-appointed leader of the Stow Lake group), which premiered at the Randall Museum at a wildly popular "Heron Evening."

Building on this word-of-mouth excitement, and collaborating again with Nancy DeStefanis, IDG proposes to set up a "Stow Lake Heron Information Booth" for three months in the spring of 1999, staffed by DeStefanis, ornithologists such as Alan Hopkins of the Audubon Society, and young, multi-ethnic naturalists. In addition to English speakers we will provide foreign language speakers such as Russian, Spanish, and Chinese, to involve all park visitors who might stop by.

IDG will provide binoculars for people to get close-up views of the herons, and a specially equipped table with a spotting scope for people in wheelchairs. DeStefanis will prepare a flier in several languages on the history of the Stow Lake Colony and information about other great blue heron habitats throughout the Bay/Delta, threats to their survival, and restoration activities people can join in close to home.

Young people will act as interpreters and experts. Field trips will be arranged for a variety of school groups, especially inner-city elementary schools, to come see the herons during nesting season. IDG will publicize the Heron Information Booth in Park & Rec bulletins, foreign-language newspapers, English newspapers and newsletters, and on television and radio. (Bay TV has already featured DeStefanis singing the accordion classic, "My Blue Herons," at the shore of Stow Lake.)

The Stow Lake Heron Information Booth allows a broad general public, both adults and children, to experience giant waterbirds up-close-and-personal; for many it is the first time they have ever looked through binoculars or seen a bird with chicks in the wild. It's an invaluable first-hand experience that is the precursor to becoming involved in restoration activities; without personal experience of the Bay and Delta, transported in this case to the middle of a city park, people can't be expected to become passionately engaged and active.

Part Three — Bay/Delta Video Archive

As information dissemination becomes more oriented toward moving images and away from print, public interest organizations need to become media savvy to get their messages across. Short videos, public service announcements, and video clips on Web pages require footage that is sometimes prohibitively expensive to shoot. Enter IDG's Bay/Delta Video Archive, an invaluable education resource.

Over the past twenty years, IDG has amassed a unique collection of high-quality 16mm film footage: internationally, about peace and disarmament, and regionally, in the Bay/Delta, about wetlands, Greenbelt landscapes, wildlife (including endangered species), natural habitats, charismatic outdoor characters, and encroaching development pressures.

The new Bay/Delta Video Archive, a collection of beautifully shot, high-production-value footage unavailable anywhere else, will provide environmental groups and government agencies access to effective, state-of-the-art media images for public service announcements, outreach campaigns, and education — images they would never be able to afford otherwise.

Support for the Video Archive will allow IDG to transfer its Bay/Delta film library to high-quality Beta-SP videotape and offer it to groups at cost. The Archive expands and institutionalizes a service IDG has been providing on an ad hoc basis for years. Nonprofit and government agencies that have already used IDG's footage include the Environmental Federation of California (for a p.s.a. on Bay water quality), Central Marin Sanitation District (for an educational CD-ROM including *Kids by the Bay*), and the Peninsula Open Space Trust (for a video on Bair Island).

Twenty years' worth of Bay/Delta aerials, for example, will prove useful for ecosystem mapping, environment/development histories, and resource management plans. Close-ups of endangered species such as salmon struggling upstream, clapper rails, and peregrine falcons can be used in public service announcements for television, to inform viewers about current habitat restoration efforts and encourage their active support.

b. Proposed Scope of Work

Part One: March, 1999 premiere of Film Festival booked at San Francisco Public Library; Exhibit at Wallace Stegner Environmental Center to open prior to premiere and last for two months. Booking of additional library and school venues will occur in late '98-'99 for exhibition throughout '99. Budget: \$54,000

IDG's Bay/Delta Film Festival opens on the weekend of the "**American Wetlands Month**" Conference in San Francisco, March 18-20, 1999 (sponsored by the Terrene Institute), and will benefit from its inclusion in pre-Conference publicity.

Part Two. Stow Lake Heron Information Booth will be staffed and operating for three months, April—June 1999, with preliminary contacts and publicity arranged during the two months prior (February and March). Budget: \$8,500

Part Three. Bay/Delta Video Archive: 1) transfer to videotape and log rushes from *Secrets of the Bay* (cost: \$18,500); 2) publicize creation of Archive to interested parties (cost: \$2,500). 3) transfer salmon and waterbird rushes from *Treasures of the Greenbelt* (cost: \$6,000). Support will be sought from foundations to assist with additional footage transfers.

c. Location and/or Geographic Boundaries

Entire Bay/Delta, including lower watersheds and North Bay.

d. Expected Benefits

Primary benefits: creation of an informed, motivated constituency in the general public, supportive of CALFED objectives and able to see the "big picture" (ecosystem-wide). Secondary benefits: creation of a pool of new volunteers for habitat restoration activities, drawn from audience members who are inspired to act.

e. Background and Ecological/Biological/Technical Justification

IDG's projects complement and expand upon environmental education efforts in schools, and are unavailable from any other source. They address multiple ecosystem objectives across major geographic areas, including the lower watersheds and North Bay, and can be targeted to address **specific ERPP objectives** depending upon the speakers chosen to accompany the films, for example, or upon the use to which the Video Archive is put. Thus, it is impossible to list all of the ERPP objectives that would be served, because the project is so malleable; although the content of the films leans more toward migratory waterfowl than fish, there are sequences on winter-run salmon on the American River and the steelhead run in Marin County, which could be kick-off points for discussion and action.

The Film Festival builds on a vast body of work representing over \$500,000 in production costs, which can be used to great benefit in the effort to restore Bay/Delta habitats. Coinciding with the well-publicized, well-attended American Wetlands Conference in March, 1999, the Film Festival will translate CALFED's ecosystem-wide priorities into entertaining, informative films and discussion. The Heron Booth creates a place that is "wild in the City," fostering unique, personal, real wildlife experiences that are so often the required prerequisites to individual action. And the Video Archive creates a solid media library for all nonprofit and

government groups involved in local watershed management and habitat restoration. No other environmental education program reaches out to the general public, and particularly multi-ethnic children, in these creative ways.

f. Monitoring and Data Evaluation

Audience attendance figures at the Film Festival and Heron Booth will be used as monitoring tools to gauge success, as well as follow-up activities and participation that flow from these events (e.g., classroom activities inspired by the great blue heron chicks, additional screenings of the films featured in the Festival, audience response to the programs, participation in habitat restoration activities by audience members, etc.).

The Video Archive's success will be measured by the amount of film footage transferred to videotape, as well as agency and nonprofit use of the Archive. In addition, IDG will track how its footage is subsequently used (e.g., public service announcement, video tailored to needs of nonprofit or agency, etc.).

g. Implementability

There are no issues of implementability. Foundation funding sources will supplement CALFED funding for the Film Festival; private funding will also be sought to facilitate the transfer of additional footage for the Video Archive. IDG has applied to (and will apply to) foundations that have supported its work in the past, and that have a high probability of funding environmental education projects, such as the Jewett, Compton, Wheeler, Gellert, and Packard Foundations.

Institutional mechanisms are in place to support the project. The San Francisco Public Library has accepted and scheduled the Film Festival & Exhibit, and will assist IDG with outreach to other Bay Area libraries via its Office of Exhibitions. Speakers who will accompany the Film Festival will be drawn from IDG's contacts at the Nature Conservancy (Cosumnes River Preserve, Mike Eaton), BLM (Rick Cooper), Living Farms (Allen Garcia), Audubon Society (President Alan Hopkins), Save San Francisco Bay Association (Marc Holmes), EPA (Paul Jones), Estuary Action Challenge (Mandi Billinge), and other agencies and nonprofits.

The San Francisco Recreation & Park Department will continue its collaboration with Nancy DeStefanis in Golden Gate Park by assisting with the installation of the Heron Information Booth at Stow Lake.

Local support is documented (see enclosed letters), and will greatly enhance the outreach capabilities of the three-part project.

**Proposal to Category III
Environmental Education**

V. Costs and Schedule

a. Budget — (1) Traveling Film Festival & Exhibit

Fees (part-time: one year)

Festival Coordinator	15,000	
Exhibit Coordinator	8,000	
Publicity/Outreach Coordinator	15,000	
Subtotal		38,000

Exhibit

Signage	500	
Cases	750	
Photography	1,000	
Transport	300	
Subtotal		2,550

Film Series

Prints/Video Masters	3,000	
Misc. lab costs	500	
Premiere food/wine	1,000	
Speaker honoraria/travel	3,000	
Subtotal		7,500

Publicity/Outreach

Poster design & production	5,000	
Fliers, brochures: design, production, distribution	3,500	
Print & radio ads	10,000	
Subtotal		18,500

Travel, Office, & Misc.

Per Diem	1,500	
Travel & exhibit transport	800	
Office/computer/scanner/color printer rental (part-time): 250/mo. x 12	3,000	
Phone/fax/xerox: 75/mo. x 12	900	
Accounting	500	
Fundraising	1,500	
Subtotal		8,200
Total Traveling Film Festival & Exhibit		\$74,750

Requested from CALFED	54,000
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a. Budget — (2) Heron Information Booth

Staff

Booth Coordinator: 5 months part-time	3,000	
IDG Coordinator: 5 months part-time	3,000	
Student naturalist/multi-lingual honoraria	<u>600</u>	
Subtotal		6,600

Supplies/Materials

Tables, chairs, binoculars, scopes, etc.	(on loan)	
Posters, fliers, mailings	450	
Copies of "Heron Island" video for publicity	<u>200</u>	
Subtotal		650

Travel/Per Diem

Bus rental for school groups	200	
Per Diem: Booth volunteers/staff: 3 months	900	
Misc: local phone, parking, fax	<u>150</u>	
Subtotal		1,250
Total Heron Information Booth		8,500

a. Budget — (3) Bay/Delta Video Archive

(Tasks include lab and staff expenses)

1) transfer to videotape and log out-takes from <i>Secrets of the Bay</i>	18,500	
2) publicize creation of Archive to gov't agencies, nonprofits	2,500	
3) transfer salmon and waterbird out-takes from <i>Treasures of the Greenbelt, Kids by the Bay</i>	<u>6,000</u>	
Total Bay/Delta Video Archive		27,000

a. Budget Summary

1. Traveling Film Festival & Exhibit	54,000	
2. Heron Information Booth	8,500	
3. Bay/Delta Video Archive	<u>27,000</u>	
Grand Total		89,500

b. Milestones (see III.b., Proposed Scope of Work)

c. Third Party Impacts: None.

**Proposal to Category III
Environmental Education**

VI. Applicant Qualifications

a. Organizational Background

The Independent Documentary Group is a 501(c)(3) nonprofit, tax-exempt organization founded in 1978 to produce and distribute films and other media in the public interest, specializing in the areas of peace and environmental issues.

IDG's films have received awards ranging from the Grand Prize at the Sundance Film Festival to a National Emmy Award, and have enjoyed broad international distribution on television, to theatres, and to educational markets.

Funding is on a project-by-project basis. Since its founding the IDG has received contributions from foundations such as Bingham, Columbia, Compton, Crocker, Gellert, Gerbode, Goldman, Jewett, W. Alton Jones, LEF, Ludwick, MacArthur, McCarthy, Pioneer, Rockefeller, Rubin, San Francisco, Strong, Tides, van Löben Sels, Vanguard, Dean Witter, and Zellerbach, and from individuals such as Robin Williams and Graham Nash. Support has also come from organizations such as Save San Francisco Bay Association and the Audubon Society, and from government agencies such as the National Endowment for the Arts, the Environmental Protection Agency, and the Metropolitan Water District of Southern California

IDG's most recent international project, *Nagasaki Journey*, includes a film, a companion photo book published by Pomegranate Artbooks, an interactive Web site based at San Francisco's Exploratorium, and three international traveling exhibitions, which opened to acclaim in New York, San Francisco, and Nagasaki.

Film directors Judy Irving and Christopher Beaver are graduates of Stanford University's Masters program in Film & Broadcasting, and recipients of Guggenheim Fellowships in Film. Their best-known film is the nonfiction feature, *Dark Circle*, about the human costs of the nuclear arms race, which premiered at the New York Film Festival and won the National Emmy Award for "Outstanding Individual Achievement in News and Documentary." It was released theatrically in 35mm, broadcast in prime-time on PBS, and internationally distributed.

Treasures of the Greenbelt and *Secrets of the Bay*, companion films about Bay Area countryside and wildlife, have been seen by over one million people via PBS television broadcast and grass-roots distribution by the Greenbelt Alliance and Save San Francisco Bay Association. Recent projects include *Kids by the Bay*, about multi-ethnic school children involved in habitat restoration projects around San Francisco Bay, *San Pablo Baylands*, celebrating the wetlands of the North Bay, and *Partners on*

the Land, about natural process restoration at the Nature Conservancy's Cosumnes River Preserve in the Sacramento Valley.

b. Individual Responsibilities

Judy Irving will serve as producer and contact for CALFED, working with her partner and collaborator, Christopher Beaver. A production assistant will be hired to assist with Archive organization and logging, and with Film Festival publicity. Nancy DeStefanis, volunteer for the San Francisco Bay Bird Observatory at the Stow Lake Heron Rookery, will be hired to help coordinate and staff the Heron Information Booth. In addition, student naturalists and bilingual assistants will be given honoraria for assisting with interpretation at the Booth.

IDG staff will collaborate with Laura Lent, Manager of Exhibitions & Programming at the San Francisco Public Libraries, to plan and produce the Film Festival at the 250-seat Koret Auditorium, and to develop and display the Exhibit in the Wallace Stegner Environmental Center. Ms. Lent will assist IDG in contacting regional libraries, schools, and other possible venues for the Festival following the Civic Center premiere.

Ms. Irving's interest in the health and restoration of the Bay/Delta extends back to 1977 (before IDG was founded), when she was the cinematographer on the League of Women Voters' film, *Thin Edge of the Bay*. She and Mr. Beaver have become, over the past twenty years, the filmic experts on this issue.

c. References for Bay-related film projects

Thin Edge of the Bay — League of Women Voters
Secrets of the Bay — Save San Francisco Bay Association
Kids by the Bay — Environmental Protection Agency (S.F. Estuary Project/ABAG)
San Pablo Baylands — Environmental Protection Agency and Save San Francisco Bay Association
Partners on the Land — Nature Conservancy, Metropolitan Water District of Southern California

VII. Compliance with standard terms and conditions

Nondiscrimination compliance statement is enclosed.

IDG is a small nonprofit organization and does not have the financial resources to launch projects without an advance. IDG requests that one-third of the budget be advanced to facilitate the start-up of each phase.

**Certifications Regarding Debarment, Suspension and
Other Responsibility Matters, Drug-Free Workplace
Requirements and Lobbying**

Persons signing this form should refer to the regulations referenced below for complete instructions:

Certification Regarding Debarment, Suspension, and Other Responsibility Matters - Primary Covered Transactions - The prospective primary participant further agrees by submitting this proposal that it will include the clause titled, "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. See below for language to be used or use this form for certification and sign. (See Appendix A of Subpart D of 43 CFR Part 12.)

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions - (See Appendix B of Subpart D of 43 CFR Part 12.)

Certification Regarding Drug-Free Workplace Requirements - Alternate I. (Grantees Other Than Individuals) and Alternate II. (Grantees Who are Individuals) - (See Appendix C of Subpart D of 43 CFR Part 12)

Signature on this form provides for compliance with certification requirements under 43 CFR Parts 12 and 18. The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Department of the Interior determines to award the covered transaction, grant, cooperative agreement or loan.

PART A: Certification Regarding Debarment, Suspension, and Other Responsibility Matters - Primary Covered Transactions

CHECKX IF THIS CERTIFICATION IS FOR A PRIMARY COVERED TRANSACTION AND IS APPLICABLE

(1) The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

PART B: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions

CHECK__ IF THIS CERTIFICATION IS FOR A LOWER TIER COVERED TRANSACTION AND IS APPLICABLE

- (1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- (2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

DI-2010
 June 1998
 (This form replaces DI-1862, DI-1864,
 DI-1865, DI-1866 and DI-1863)

PART C: Certification Regarding Drug-Free Workplace Requirements

CHECK X IF THIS CERTIFICATION IS FOR AN APPLICANT WHO IS NOT AN INDIVIDUAL

Alternate I. (Grantees Other Than Individuals)

A. The grantee certifies that it will or continue to provide a drug-free workplace by:

- (a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- (b) Establishing an ongoing drug-free awareness program to inform employees about--
 - (1) The dangers of drug abuse in the workplace;
 - (2) The grantee's policy of maintaining a drug-free workplace;
 - (3) Any available drug counseling, rehabilitation, and employee assistance programs; and
 - (4) The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- (c) Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- (d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 - (1) Abide by the terms of the statement; and
 - (2) Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;
- (e) Notifying the agency in writing, within ten calendar days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title, to every grant officer on whose grant activity the convicted employee was working, unless the Federal agency has designated a central point for the receipt of such notices. Notice shall include the identification numbers(s) of each affected grant;
- (f) Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted --
 - (1) Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
 - (2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- (g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a) (b), (c), (d), (e) and (f).

B. The grantee may insert in the space provided below the site(s) for the performance of work done in connection with the specific grant:

Place of Performance (Street address, city, county, state, zip code)

394 Elizabeth Street

San Francisco, CA 94114 (San Francisco County)

Check ☐ If there are workplaces on file that are not identified here.

PART D: Certification Regarding Drug-Free Workplace Requirements

CHECK IF THIS CERTIFICATION IS FOR AN APPLICANT WHO IS AN INDIVIDUAL

Alternate II. (Grantees Who Are Individuals)

- (a) The grantee certifies that, as a condition of the grant, he or she will not engage in the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in conducting any activity with the grant;
- (b) If convicted of a criminal drug offense resulting from a violation occurring during the conduct of any grant activity, he or she will report the conviction, in writing, within 10 calendar days of the conviction, to the grant officer or other designee, unless the Federal agency designates a central point for the receipt of such notices. When notice is made to such a central point, it shall include the identification number(s) of each affected grant.

04-2010
June 1985

PART E: Certification Regarding Lobbying
Certification for Contracts, Grants, Loans, and Cooperative Agreements

CHECK IF CERTIFICATION IS FOR THE AWARD OF ANY OF THE FOLLOWING AND THE AMOUNT EXCEEDS \$100,000: A FEDERAL GRANT OR COOPERATIVE AGREEMENT; SUBCONTRACT, OR SUBGRANT UNDER THE GRANT OR COOPERATIVE AGREEMENT.

CHECK IF CERTIFICATION IS FOR THE AWARD OF A FEDERAL LOAN EXCEEDING THE AMOUNT OF \$150,000, OR A SUBGRANT OR SUBCONTRACT EXCEEDING \$100,000, UNDER THE LOAN.

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

As the authorized certifying official, I hereby certify that the above specified certifications are true.

Judy Irving

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL

Judy Irving, Co-Executive Director

TYPED NAME AND TITLE

DATE June 29, 1998



BAY DELTA FESTIVAL
AND VIDEO ARCHIVE
IDG FILMS

Partners on the Land

Natural Process Restoration



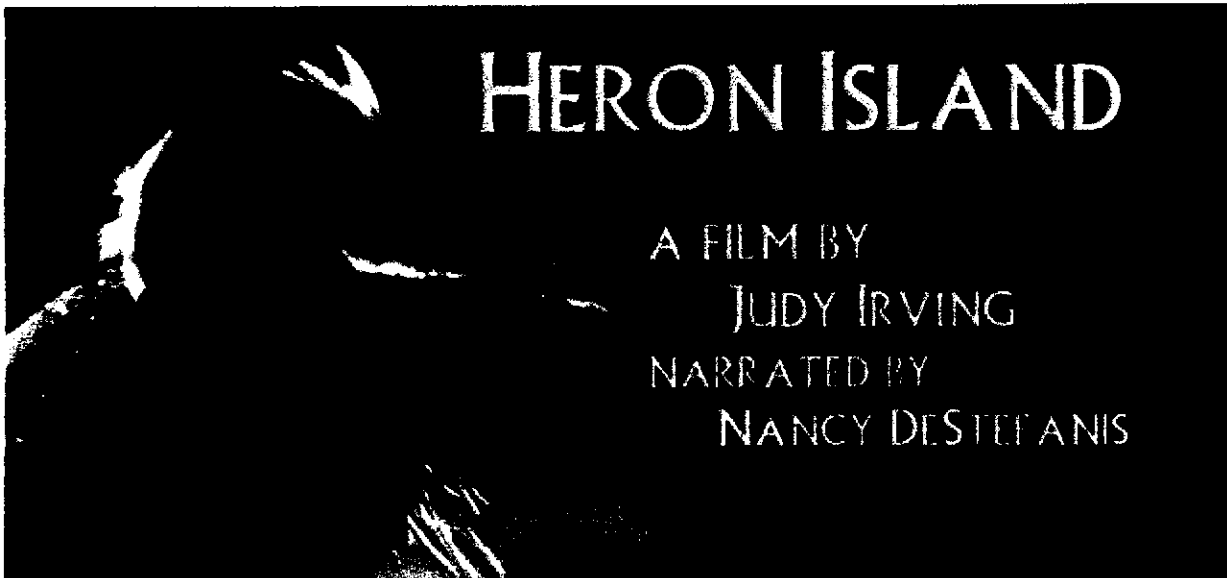
SAN PABLO BAYLANDS

The Last Great Expanse of
Historic Wetlands in the Bay Area



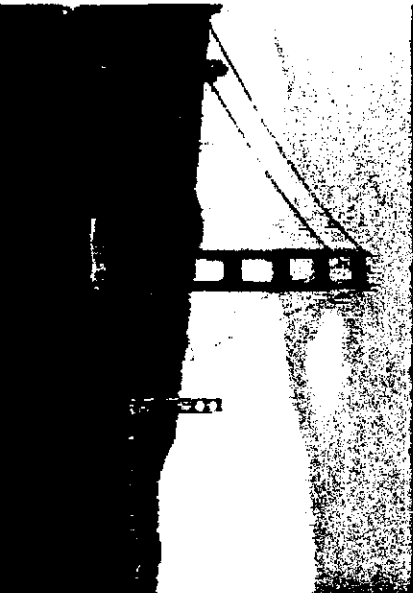
HERON ISLAND

A FILM BY
JUDY IRVING
NARRATED BY
NANCY DESTEFANIS



SAFARI SAN FRANCISCO BAY
ASSOCIATION
presents

SECRETS OF THE BAY



Presented by
Safariland

TREASURES OF THE GREENBELT



KIDS BY THE BAY



SAN FRANCISCO PUBLIC LIBRARY

ACCESS, DISCOVER, EMPOWER

June 15, 1998

Judy Irving
Independent Documentary Group
394 Elizabeth Street
San Francisco, CA 94114

Dear Ms. Irving:

The San Francisco Public Library is delighted to host the premiere of IDG's Environmental Film Festival & Exhibit. The films will be screened as a two-part series at our Main Library's 250-seat Koret Auditorium, and the exhibit will be installed in the Wallace Stegner Environmental Center on the fifth floor. We will assist you in the production of these events, and would be glad to recommend the Festival to other libraries throughout the nine-county Bay Area.

This project, highlighting regional conservation issues and involving collaboration with local environmental organizations, is an ideal match with our service goals and the program needs of our Wallace Stegner Environmental Center.

We enjoyed screening your film, *Kids by the Bay*, as part of our symposium, "San Francisco: The Politics of Inclusion," and look forward to working with you again on the Film Festival.

I highly recommend this project to foundations, individuals, and government agencies that could help with its funding. Best of luck, and let's talk soon.

Warm regards,

Laura Lent
Exhibitions & Programming Manager

Save San Francisco Bay Association



1736 Franklin Street, Fourth Floor, Oakland, California 94612

phone (510) 452-9261 fax (510) 452-9266

website: <http://www.savesfbay.org>

e-mail: savesfbay@igc.apc.org

March 13, 1998

To Whom It May Concern:

I am writing to recommend to you a proposal by the Independent Documentary Group to establish an *Environmental Video Library*. I think this is a wonderful idea to create a service that Save the Bay could make very good use of, and I am certain that others will quickly find it to be invaluable as well.

You probably already are familiar with the work of Judy Irving and Chris Beaver of IDG. They now have filmed several documentaries about San Francisco Bay, including *Secrets of the Bay* and *San Pablo Baylands*. *San Pablo Baylands* was released only last November to rave reviews, and will air on KQED this summer. *Secrets of the Bay* debuted in 1990 and has been a remarkably popular tool in our education program. Almost 5,000 copies of the video have been given away or (occasionally) sold. Of those, 1,000 copies have gone to schools, libraries and teachers.

We regularly receive requests for specific film footage from other nonprofits and from television news providers. The most frequent requests are from news organizations who are producing features about the Bay or related environmental topics. They want a response quickly, and we often miss opportunities to promote coverage of the Bay because we are unable to respond fast enough. Although we most often refer callers to IDG, it is equally difficult for IDG to custom-tailor a video to the needs of each caller.

It would be of tremendous value to have at our disposal an archive of film and video footage that we could use to respond to these requests. Because much more footage was shot than ended up in our final films, IDG has thousands of feet of useful images in storage. This footage is top quality, but is unavailable for use until it is archived and catalogued. I am convinced that if a library of these images existed there would be much more abundant and persuasive coverage of Bay and other environmental topics on regional and national news programs. In addition, numerous other environmental nonprofits would be able to produce more useful and informative educational video programs.

We enthusiastically support IDG's request for support to establish this Environmental Video Library. We need to get these beautiful and compelling images on televisions and VCR's across the nation.

Very truly yours,

A handwritten signature in black ink, appearing to read "Marc Holmes", with a long horizontal flourish extending to the right.

Marc Holmes
Director of Special Projects



Mill Valley School District

MILL VALLEY MIDDLE SCHOOL • 425 SYCAMORE AVENUE • MILL VALLEY, CA 94941
TEL (415) 389 7711 FAX (415) 389 7780

KIT GABBARD, PRINCIPAL

ROBERT NOYES, ASSISTANT PRINCIPAL

February 6, 1998

Judy Irving
Independent Documentary Group
394 Elizabeth Street
San Francisco, CA 94114

Dear Ms. Irving,

I am a sixth grade science teacher at Mill Valley Middle School. Since I added *Secrets of the Bay* to our science curriculum in 1991, the other 6th grade science teachers and I have shown the video to about 1500 students. The students see many other videos throughout the year, but *Secrets* is consistently voted a favorite.

The video is beautifully shot and edited and has a wide variety of local animals that the children readily identify with. The video is an ideal length for classroom use and is particularly memorable. The students are touched, for example by a sequence showing an avocet carefully building a nest that will soon be plowed under to make way for development. The students are always amused by another scene in which a young harbor seal tumbles harmlessly, but comically, down a mud bank during his first attempts to reach the water.

In the area of environmental education, it is crucial that children be motivated by the beauty of the natural world around them and not simply overwhelmed by threats to natural systems. In focusing on the Bay's "hidden wildlife", *Secrets of the Bay* manages to keep these two themes in balance, underscoring the grave threats to the Bay but at the same time inspiring students to act in responsible ways and to educate others.

I recommend this film highly! It plays an important role in our environmental education curriculum.

I hope that you continue to gain support for current projects and I look forward to adding them to our curriculum!

Sincerely yours,

Jane Ferguson
Jane Ferguson

Dereck V. I liked the video. It inspired me,
to help animals and their environment.
The video's music was good. I reco-
mend this video for older people. I espeaci-
ally liked the animals. Thank You for shou-
ing me this video.

